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UNIVERSITY OF CALIFORNIA

**NOTICE OF PREPARATION
ENVIRONMENTAL IMPACT REPORT NO. 321
ANAHEIM STADIUM AREA MASTER LAND USE PLAN
NOVEMBER 1996**

The City of Anaheim will be the lead agency and will prepare an Environmental Impact Report (EIR) for the Anaheim Stadium Area Master Land Use Plan (MLUP) (the "Project"). Comments from interested agencies are requested as to the scope and content of the environmental information which is pertinent to each agency's statutory responsibilities in connection with the proposed Project.

The Project area encompasses approximately 640 acres, and is located in the south-central portion of the City of Anaheim in north central Orange County. The project area is located generally west of the Santa Ana River and the SR-57 (Orange Freeway), south of the Southern California Edison easement and Cerritos Avenue, east of the I-5 (Santa Ana Freeway), and north of Chapman Avenue.

Existing land uses within and surrounding the Project area include Anaheim Stadium, Arrowhead Pond of Anaheim, Amtrak/Metrolink station, and a mix of light industrial, office, retail, and service establishments.

The proposed Project includes the preparation of a MLUP and Master EIR (MEIR) for the development of the area surrounding, but not including, the Anaheim Stadium property. The Project will include the completion of planning documents that will guide development of the greater Stadium Area through detailed zoning and development standards and design guidelines. The MLUP will also include a master landscape plan, streetscape program, identity program, and public facilities plan. Apart from the streetscape and identity programs, and certain public improvements, the MLUP will not provide for any specific development projects; rather it is intended to provide a range of land uses and development intensity for future development proposals through a comprehensive land use plan.

The environmental issues to be addressed in the EIR will include, but not be limited to, the following:

Aesthetics/Visual Resources
Air Quality
Earth Resources-Geology
Soil & Seismicity
Hazardous Material Compliance
Transportation/Circulation
Cultural Resources

Population, Employment & Housing
Hydrology/Water Quality
Land Use
Noise
Public Services
Public Utilities/Energy Consumption
Growth Inducing & Cumulative Impacts

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In accordance with the time limits mandated by State Law, please send your response at the earliest possible date, but no later than 30 days after receipt of this notice, to:

**Mr. Greg McCafferty, Associate Planner
City of Anaheim Planning Department
200 South Anaheim Boulevard #162
Anaheim, CA 92805**

The City will conduct a public scoping meeting as part of the environmental review process. Scoping is useful in identifying potential environmental issues to be analyzed in the MEIR. It should be noted that this is an optional process and is conducted to receive public input, not to consider the merits of the proposal. The decision-making process will commence following completion of the MEIR.

ALL INTERESTED PARTIES ARE INVITED TO ATTEND A PUBLIC SCOPING MEETING TO ASSIST IN IDENTIFYING ISSUES TO BE ADDRESSED IN THE EIR. ATTENDEES WILL HAVE AN OPPORTUNITY TO PROVIDE INPUT TO THE CONSULTANTS PREPARING THE EIR.

The public scoping meeting will be held on:

**November 26, 1996 at 6:00 p.m.
City of Anaheim
City Council Chamber
200 South Anaheim Boulevard
Anaheim, California**

Thank you for your prompt response. If you have any questions, please contact Greg McCafferty at (714) 254-5139, extension 5743.

ANAHEIM STADIUM AREA MASTER LAND USE PLAN

INTRODUCTION

The City of Anaheim ("City") is the Lead Agency responsible for preparing a MEIR for the actions related to implementation of the proposed Anaheim Stadium Area MLUP (the "Project"). The Project encompasses approximately 640 acres, and is located within the south-central portion of the City. The project site surrounds the 167-acre Sportstown Anaheim site encompassing the existing Anaheim Stadium site and outlying parcels at the southeast corner of Katella Avenue and State College Boulevard. A separate EIR (No. 320) was prepared for Sportstown Anaheim and was certified by the City Council on July 9, 1996.

In order to further implement the economic development and enhancement goals with regard to the greater Stadium Area, the Anaheim City Council on January 9, 1996, directed City staff to prepare a MLUP and MEIR. The Anaheim Stadium Area MLUP addresses the 640 acres within the greater Anaheim Stadium Area surrounding the area addressed by the Sportstown Anaheim EIR. This study effort will result in the completion of planning documents that will guide future development through detailed zoning and development standards, design guidelines, master landscape plan, streetscape program, identity program and public facilities plan. The MLUP will also identify distinct linkages between Sportstown Anaheim, Arrowhead Pond of Anaheim, and the Anaheim Resort area including the Anaheim Convention Center and the Disneyland Resort. A list of potential discretionary actions is provided later in this document.

This Notice of Preparation (NOP) includes a project description that identifies probable environmental effects and describes the actions required for Project approval. This NOP is being distributed to all responsible agencies, trustee agencies, and interested parties as required by the California Environmental Quality Act (CEQA).

EXISTING CONDITIONS

The Project area is already developed and consists of Amtrak/Metrolink facilities, the Arrowhead Pond of Anaheim and a mix of office, light industrial and service uses. The Project is located within the Anaheim Stadium Area and is designated as Business Office/Service/Industrial on the Anaheim General Plan Land Use Map. A portion of the Project area located adjacent to I-5 is also located in the Anaheim Commercial/Industrial Redevelopment Project. Surrounding land uses include commercial recreation, and a mix of office, service, retail and industrial uses. Regional access to the site is provided from SR-57 and I-5. Local access to the Project area is from State College Boulevard, Orangewood Avenue, Katella Avenue, Anaheim Boulevard and Cerritos Avenue.

In response to emerging market trends and the City's desire to examine land use opportunities in the greater Stadium Area, the Anaheim City Council directed staff to prepare the MLUP and MEIR. A number of factors including the success of the Arrowhead Pond of Anaheim which has attracted new fans and visitors to the area, has provided the City with an opportunity to explore land uses that would be complementary to both the Arena and the Stadium. In addition, ongoing efforts in the nearby Anaheim Resort coupled with the planned Disneyland Resort and Convention Center expansions provide the opportunity to examine linkages between these areas. The City of Anaheim has proposed the Anaheim Stadium Area MLUP and the recently approved Sportstown Anaheim as a means to facilitate the economic development and enhancement goals of the City for the greater Stadium Area by providing additional land use opportunities and sports/entertainment venues to meet the recreational, service and commercial needs of residents, fans, visitors, and local business community.

Introduction

of individual investors and institutional investors should not be directly compared to one another because the two groups have different backgrounds and different investment horizons. Institutional investors have relatively long-term time horizons and have greater access to information and resources than individual investors (Brennan and Dierckx, 1997). Individual investors, however, will typically have much shorter time horizons. For example, individual investors will likely not hold their stocks for more than a few months or years (Brennan and Dierckx, 1997).

There are other reasons why direct comparisons are unreliable. Institutional investors will be heavily influenced by the consistency of their stock price movements in the short term, and the short-term price movements of individual investors will be heavily influenced by the market's movements and other factors that quickly rise and fall. Individual investors often have longer-term investment horizons than institutional investors, but these long-term horizons are not necessarily consistent with the short-term horizons of individual investors. For example, individual investors may have longer-term horizons than institutional investors, but these long-term horizons are not necessarily consistent with the short-term horizons of institutional investors. This is because individual investors are more likely to hold their stocks for longer periods of time than institutional investors.

Another important difference between individual investors and institutional investors is that individual investors are more likely to hold their stocks for longer periods of time than institutional investors. This is because individual investors are more likely to hold their stocks for longer periods of time than institutional investors.

Conclusions

In terms of investment, individual investors tend to be more risk-averse than institutional investors, but this is not necessarily true for all individual investors. For example, individual investors with higher levels of education tend to be more risk-averse than those with lower levels of education. This is because individual investors with higher levels of education tend to be more risk-averse than those with lower levels of education. This is because individual investors with higher levels of education tend to be more risk-averse than those with lower levels of education.

Investment in individual investors' stocks is often associated with the presence of various types of financial products, such as mutual funds, stocks, bonds, and real estate. These products are often used by individual investors to diversify their portfolios and reduce risk. For example, individual investors may invest in stocks, bonds, and real estate to diversify their portfolios and reduce risk. This is because individual investors are more likely to hold their stocks for longer periods of time than institutional investors. This is because individual investors are more likely to hold their stocks for longer periods of time than institutional investors.

A planning process is currently underway to determine the appropriate concept and program for the Anaheim Stadium Area MLUP. Because the program is ongoing, it is not possible to precisely define the proposed project at this time. The environmental process, which is being conducted in connection with the planning process, will enable the Project to be developed with the objective of impact avoidance to the maximum extent feasible. A framework for the proposed Project is described in this NOP; however, changes may occur during the planning process. Changes in the proposed Project will be clearly noted in the draft EIR and assessed accordingly.

DESCRIPTION OF THE PROJECT

Project Location

As shown on Exhibit 1, the Project is located within Anaheim in central Orange County. The site occupies approximately 640 acres and is located generally west of the Santa Ana River and SR-57, south of the Southern California Edison easement and Cerritos Avenue, east of I-5, and 1000 feet south of Orangewood Avenue. Exhibit 2 depicts the project's specific location within the Anaheim Stadium Area.

Project Characteristics

The proposed Project will identify subareas or districts and establish land uses and zoning and development standards and design guidelines for each district as well as maximum development intensities. The Project will also identify circulation and design linkages between Sportstown Anaheim and the Anaheim Resort (including the Convention Center and Disneyland Resort). Vehicular and pedestrian circulation patterns will be analyzed and a master landscape plan, streetscape program, identity program, and public facilities plan will be developed, including the creation of comprehensive landscape and graphic design elements for both public and private spaces. Exhibit 3 outlines the general estimated square footage for the proposed MLUP. Please note these are estimates and that the precise amount of square footage will be refined during preparation of the MLUP and draft EIR.

Although specific development projects have not been identified as part of the MLUP, the maximum square footage for each land use category would allow for any array of onsite uses. These may include retail (clothing stores, bookstores, specialty sporting goods, galleries), entertainment (movie theaters, live theaters, comedy clubs), restaurants (food court, sports bars and night clubs, coffee houses), sports-oriented businesses, office, hotels, banking, and other professional services. A comprehensive list of uses for each land use category will be developed as part of the MLUP.

Discretionary Action

The City anticipates that the Project will require a number of discretionary actions. These actions may include but are not limited to: amendment to the General Plan, zoning reclassifications and related land use approvals which may include conditional use permits, variances, final site plans, and subdivision maps. Further, the Project may also require the following approvals by the City of Anaheim: financing mechanisms, agreements, demolition permits, grading permits, building permits, encroachment permits, property acquisition, implementation of the Anaheim Commercial/Industrial Redevelopment Project including agreements and improvements, and other actions related to implementation of the Project.

PURPOSE OF THE EIR

The MEIR is being prepared by the City of Anaheim to assess the potential environmental impacts that may arise in connection with the future implementation of the Anaheim Stadium Area MLUP. In light of the range of actions and approvals that will be associated with future implementation of the Anaheim Stadium Area MLUP, the EIR is considered an MEIR as that term is defined in Section 21157 of the State CEQA Statutes. The EIR is also considered a project EIR for planned public improvements.



LEGEND



Project Location



3.0 1.5 0 3.0
SCALE IN MILES

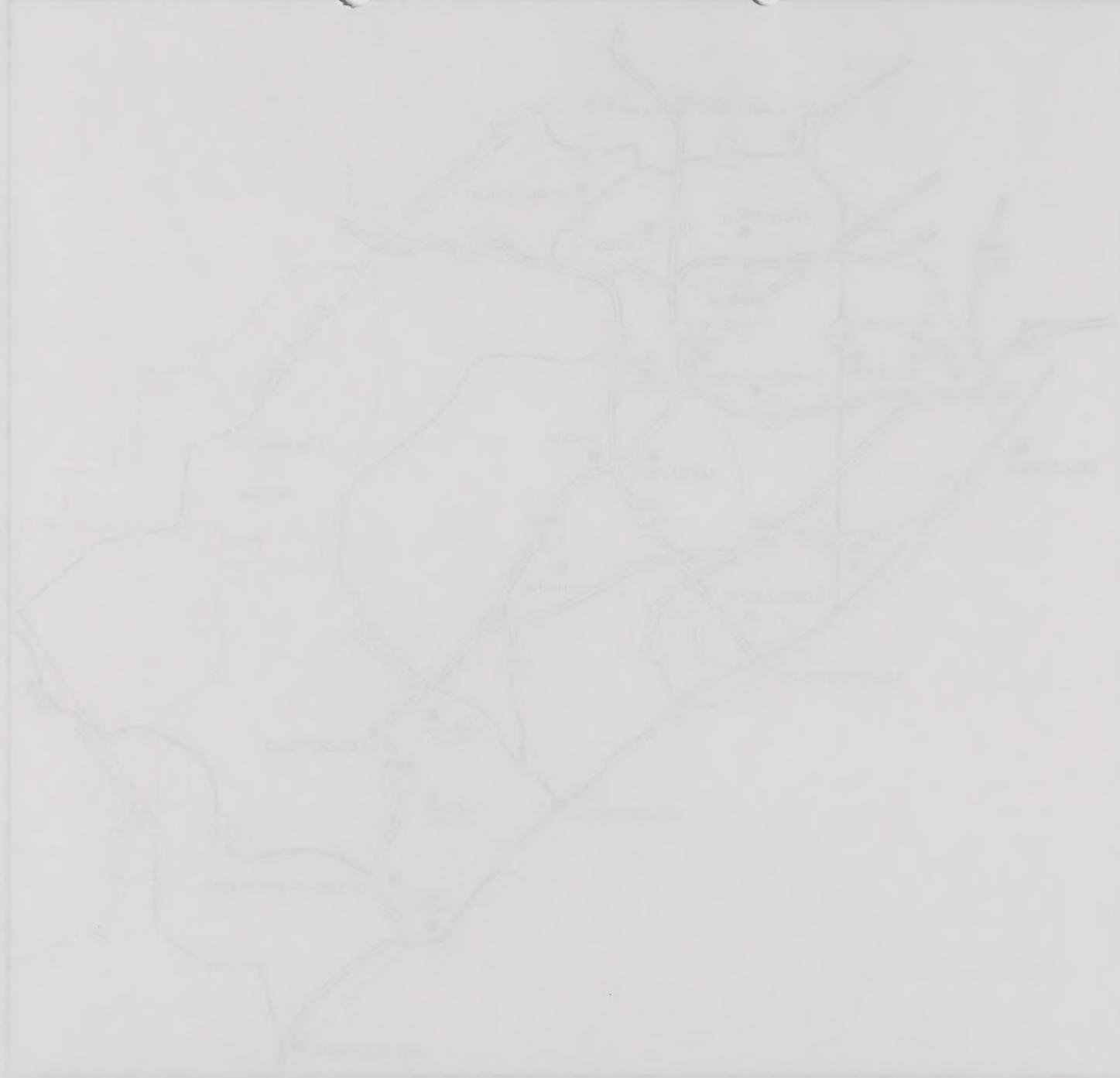


Michael Brandman Associates

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exhibit 1
Regional Location Map

ANAHEIM STADIUM AREA MASTER LAND USE PLAN EIR



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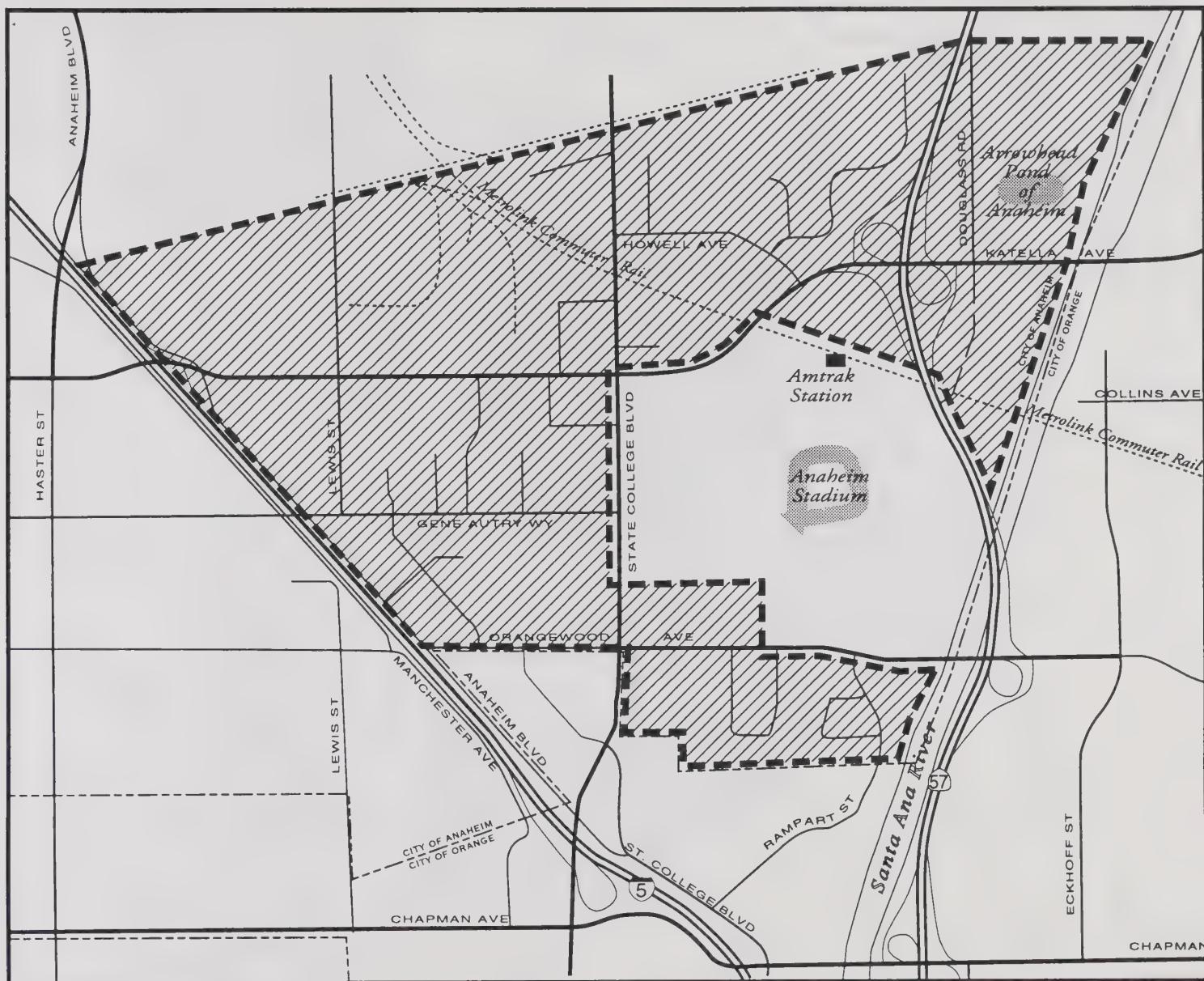
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Levante
quilt pattern by Barbara Hall

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LEGEND



Project Site Location



2000' 1000' 0' 2000'

NORTH

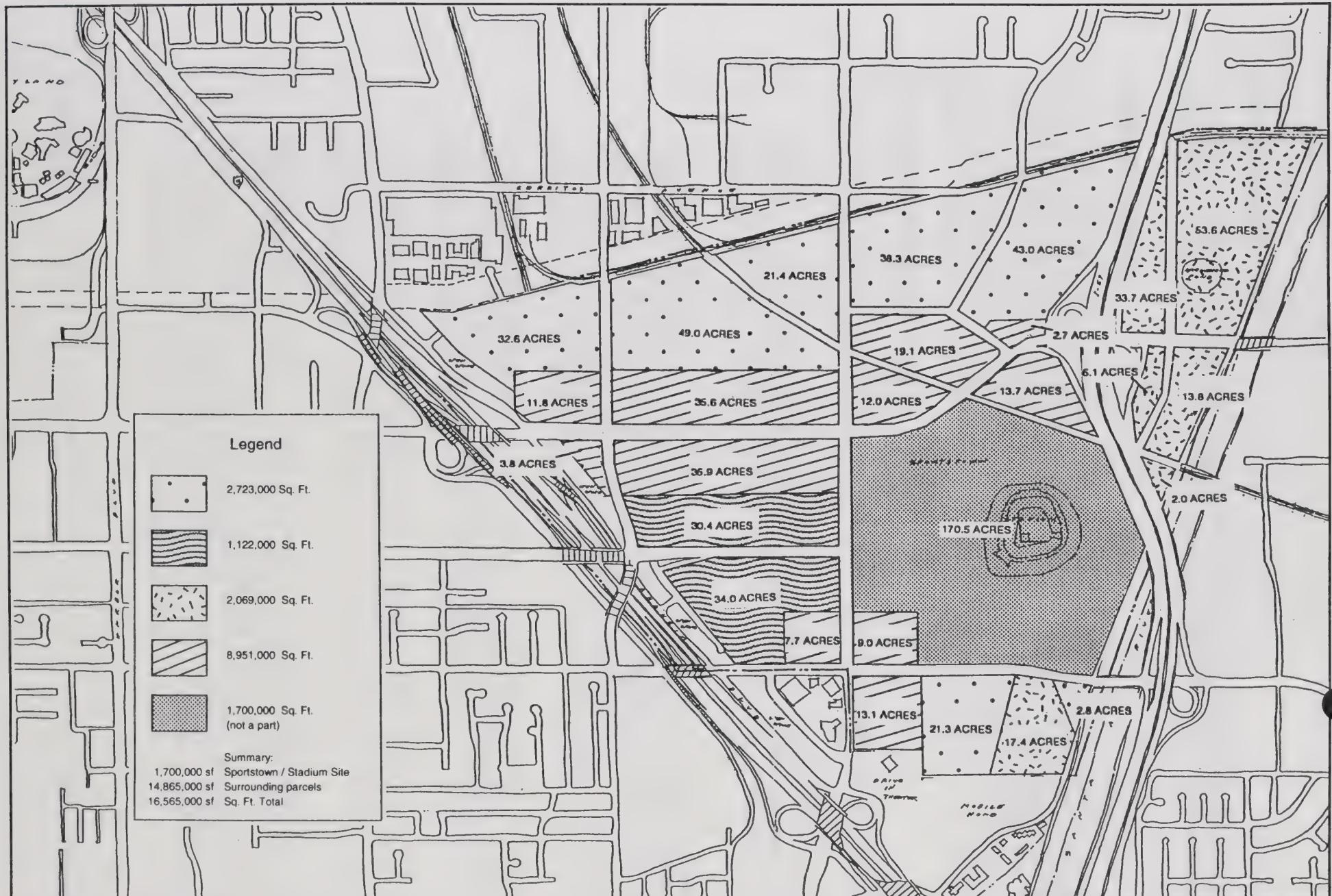


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ANAHEIM STADIUM AREA MASTER LAND USE PLAN EIR

exhibit 2
Project Vicinity Map



Michael Brandman Associates



1600

800

0

1600 feet

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ANAHEIM STADIUM AREA MASTER LAND USE PLAN EIR

exhibit 3

Density Distribution

PROJECT ALTERNATIVES

In addition to evaluating the potential environmental effects of the Project, the EIR will address a full range of project alternatives including, but not limited to, alternative land uses, and the "no-project" alternative as required by CEQA.

CUMULATIVE IMPACTS

Section 15130 of the CEQA Guidelines require the consideration of cumulative impacts in the EIR. Cumulative impacts are defined as two or more individual effects which, when considered together, are considerable, or which compound or increase other environmental effects. The individual effects may be changes resulting from a single Project or a number of separate projects. As part of this Project, the MEIR will identify which projects may contribute to cumulative impacts. More specifically, the MEIR will evaluate the change in the environment which may result from the cumulative impact of the Project when considered together with other closely related projects in the greater Stadium area.

RELEVANT PLANNING PROGRAMS

Planning programs which are relevant to the Project area, but are not proposed as part of the Anaheim Stadium Area MLUP include the following:

- **Anaheim Commercial/Industrial Redevelopment Project:** The project addresses the revitalization and upgrading of residential, commercial and industrial properties and public properties/facilities within the area. The part of the Project that is relevant to the MLUP is the portion of the South Anaheim Boulevard Subarea adjacent to I-5.
- **Sportstown Anaheim EIR:** The Anaheim City Council has certified EIR No. 320 and approved Area Development Plan No. 120 for the Anaheim Stadium property and certain outlying parcels. The objectives of the project include the establishment of a plan for the economic development and enhancement of the Anaheim Stadium Property. The project EIR has environmentally cleared construction of a new football stadium, 750,000 square feet of retail, 250,000 square feet of office, 500 hotel rooms, 150,000-square foot exhibition center, and reconfiguration of the existing 16,000 space parking area for up to 15,570 onsite spaces.
- **Anaheim Resort Specific Plan:** The City of Anaheim has adopted a Specific Plan for approximately 483 acres of land in the City's Anaheim Resort area. The Specific Plan identifies districts in establishing land uses and development standards/design guidelines and specified public facilities necessary for ultimate development in the Anaheim Resort Specific Plan area.
- **Hotel Circle Specific Plan:** This specific plan, approved in August of 1994, covers a 6.8-acre portion of the Anaheim Resort. The plan area is located north of Katella Avenue between Clementine Street and Haster Street/Anaheim Boulevard. At build-out, the plan provides for a total of 969 hotel rooms with accessory restaurant and retail uses.
- **Anaheim Stadium Renovation:** The project involves the leasing and renovation of Anaheim Stadium including the reduction of seating capacity from 70,500 to approximately 45,000 seats (47,000 seats with group seating) resulting in a net reduction in building area of approximately 96,000 square feet; reconfiguration of guest facilities including widening of the concourses at certain locations to accommodate the consolidation of some of the concessions into food courts; construction of up to approximately 90 new luxury suites to replace 113 existing suites; a new architectural facade, landscape enhancements; and, a new Stadium Club restaurant and lounge.

- **Disneyland Resort Specific Plan:** The Resort, including the Disneyland Theme Park, Disneyland Hotel, and Disneyland Pacific Hotel is one of the most famous tourist destinations in the world. The Walt Disney Company has unveiled plans for an expansion to the Disneyland Resort. This expansion will include a second theme park (Disneyland's California Adventure) as well as a 750-room luxury hotel within the theme park and a Retail Entertainment Center. The project is scheduled to commence construction in 1997 with a completion date in 2001. In addition, Disneyland is in the process of a complete renovation of Tomorrowland, one of the Park's most popular attractions.
- **Katella Avenue Smart Street:** The Orange County Transportation Authority has certified an EIR for the Katella Avenue Smart Street Project which addresses the potential impacts of widening Katella Avenue throughout the Project area.

In addition, the City of Anaheim has prepared environmental assessments separate from the Katella Avenue Smart Street Project at the following critical intersections:

- Katella Avenue and Harbor Boulevard
- Katella Avenue and Haster Street
- Katella Avenue and State College Boulevard

- **The I-5 Widening EIR/EIS:** Caltrans and the Federal Highway Administration have certified the EIR/EIS for the I-5 Freeway Widening.
- **City of Anaheim Utility Undergrounding Program:** The City has adopted a program to underground overhead utility facilities within the Project area.
- **Convention Center Master Plan:** The City has prepared a comprehensive master plan to expand the 700,000 square feet of existing exhibit space at the Anaheim Convention Center to include approximately 700,000 square feet of new exhibit space, meeting rooms, and prefunction space. The expansion is scheduled for completion in 1999.
- **South Central Area Sewer Deficiency Study:** The City has completed a study of the South Central City sewer system to determine sewer capacities and provide remedial solutions based upon the General Plan land uses and densities.
- **Other Transportation Studies:** Other relevant studies include the Orange County Transportation Authority (OCTA) Major Investment Study for Urban Rail, Orange County Commuter Rail Study, SR-91 (Riverside Freeway) widening, SR-57 HOV (High Occupancy Vehicle) Lanes, SR-57 extension to I-405 (San Diego Freeway), Transit Way Interchange at Cerritos and the SR-57, and the Metropolitan Drive Extension in the City of Orange. In addition to these studies, the OCTA is studying the feasibility of expanding commuter rail service by utilizing existing Amtrak rail lines.

City of Orange Katella Avenue Corridor: Approved by the Orange City Council in October 1995, the Corridor is intended to provide for commercial and office uses with a specific focus on entertainment and recreational uses, regional and community-serving retail and service uses and higher intensity office developments.

The relationship of each of these programs and studies to the MLUP will be discussed in the EIR.

PROBABLE ENVIRONMENTAL EFFECTS

The EIR is being prepared to assess the potential environmental impacts that may arise in connection with future implementation of the Anaheim Stadium Area MLUP. Based on the environmental characteristics of the Project area and review of existing data and relevant programs, implementation of the proposed Project may have the potential to create environmental impacts in the following areas: aesthetics/visual resources, air quality, earth resources-geology, soils and seismicity, hazardous materials compliance, hydrology/water quality, land use, noise, public services, utilities and energy consumption, population, employment and housing, transportation/circulation, and cultural resources. The developed character of the Project area precludes the potential of sensitive plant and/or animal species inhabiting the site or the surrounding area; therefore, the MEIR will not address the topic of biological resources.

LEAD AGENCY

The City of Anaheim is the Lead Agency responsible for preparing the MEIR. The Project and environmental processing will be administered through the City of Anaheim Planning Department by:

Mr. Greg McCafferty, Associate Planner
City of Anaheim Planning Department
200 South Anaheim Boulevard
Anaheim, California 92805
(714) 254-5139, Ext. 5743



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